

# Executive Summary

## Opportunity

### Problem Summary

INSTRUCTIONS: Describe very briefly why your business needs to exist. What problem do you solve for your customers?

### Solution Summary

INSTRUCTIONS: Briefly summarize what your company does. The executive summary should be very short and you can go into more detail later in the plan.

### Market

INSTRUCTIONS: Describe your target customer or market segments. Again, keep things very brief in the executive summary and add more detail later in the plan.

### Competition

INSTRUCTIONS: Summarize your key competition. Who will your customers also consider?

### Why Us?

INSTRUCTIONS: Write a brief overview of you and your team. Why are you the right people to build this business?

## Expectations

### Forecast

INSTRUCTIONS: Write a brief overview of your financial targets. How much do you plan to sell in the next year? What are your long-term sales goals?